



**The Ultimate
Driving Machine**

Beverly Hills BMW

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History of BMW

“Our goal was to create a very personal vehicle. There will always be that highly emotional connection between a BMW and its driver.”

Karim Habib, Head of BMW Automobile Design

Bayerische Motoren Werke, popularly known as BMW, was formerly a struggling airline company, and is now a global brand with 30 production facilities in 14 countries on 4 continents. After enduring through the most tumultuous times in European history, BMW has become a cultural icon (James Bond 007), and has emerged as a pioneer in the car industry, proving to be “the ultimate driving machine”.





Founding of BMW

BMW originated from the merger of three separate companies – Rapp Motorenwerke, Bayerische Flugzeugwerke, and Fahrzeugfabrik Eisenach.

In 1913, Karl Friedrich Rapp founded Rapp Motorenwerke in Munich. The company took a blow during the early years of World War I, but was saved from collapse when it was commissioned by the Prussian Army to manufacture 600 aero engines. Rapp was later forced out of Rapp Motorenwerke and the company was restructured. In 1916, the company's name was changed to Bayerische Motorenwerke, leading to its first use of the moniker BMW. In 1917, BMW's management devised a new logo, resulting in the now iconic blue-and-white BMW logo.

Around the time of the founding of Rapp Motorenwerke, Gustav Otto founded Gustav Otto Flugmaschinenfabrik near Munich. Due to issues with the quality of their products, it was not commissioned by the Prussian Army and suffered financial losses. It was thereafter purchased by investors and became Bayerische Flugzeugwerke (BFW). The owner of BFW later acquired BMW, merging BFW into BMW, and had BMW's engine works moved onto its premises.

Fahrzeugfabrik Eisenach was founded seven years earlier than Rapp Motorenwerke and Gustav Otto Flugmaschinenfabrik. It initially manufactured bicycles, but started producing the Wartburg, a motor car, in 1989. Fahrzeugfabrik Eisenach was the third automobile manufacturer founded in Germany.

In 1920, a wealthy Italian-Austrian financier named Camillo Castiglioni invested capital in BMW. Castiglioni is often recognized as having provided BMW the capital and the business guidance which enabled it to become a global brand.

In 1922, BMW relocated its production center to the Oberwiesenfeld airfield near Munich. This production center later became the parent plant for the BMW group.

Venture into car production

In 1923, BMW started manufacturing entire vehicles. BMW improved upon BFW's motorcycle sideline and announced the production of their first motorcycle, the R32. The model was so efficient that the R32 concept plans are still being used in modern BMW motorcycles.

In 1928, BMW acquired Fahrzeugfabrik Eisenach and shifted its business to the manufacturing of automotive vehicles for civilian use. BMW started working on their first car at the Fahrzeugfabrik Eisenach plant in Thuringia, central Germany. The first car manufactured here was based on a licensed copy of the Austin 7 called Dixi 3/15; this later became the BMW 3/15. In 1932, BMW utilized its own designs and built its very first car. BMW's venture into car design was not immediately successful.

In 1930, BMW attempted to introduce a new design, incorporating a new front axle with independent wheel suspension for the BMW 'Dixi' 3/15 DA4 and the BMW 'Wartburg' DA3. Due to faults in construction, the prototypes resulted in accidents and were never mass produced.

BMW later introduced the 303, a larger and more conventional version of the AM-series 3/20. The 303 featured BMW's new M78 engine and the "kidney grille," which will later become a distinct feature of BMW cars. The 303 became the basis of later models, including the four-cylinder 309 and the larger-engine 315 and 319.

In 1936, BMW introduced the 328 at the Eifelrennen race at the Nürburgring, which Ernst Henne drove to win the 2.0 liter class. The 328 replaced the 315/1 and the 319/1, and featured a purpose-built frame powered by an engine with a specially-designed hemispheric cylinder head. The 328 became known as a legendary performer with more than 100 class wins in 1937.



Role during World War II

BMW played a significant role in the war effort during World War II. Following the Nazi invasion of Poland, BMW came under the control of the German government. BMW's production of the civilian automobile came to a complete halt and started manufacturing aircraft for the German air force and motorcycles for the German army.



In 1947, the United States granted BMW permission to manufacture motorcycles. In 1948, BMW began the production of the R24. In 1945, the production of the R35 motorcycle and the 321 automobile was restarted. In 1948, a mildly-revised 327 entered production, followed by the 340 in 1949.

Production crisis after World War II

Most of BMW's production facilities were bombed towards the end of World War II causing its production to grind to a halt. The plant in Munich was completely destroyed while the plants in Eastern Germany were seized by the Soviets.

The Allied forces took control of the BMW plants and as part of Germany's post-war reparations, dismantled BMW's machines and shipped the parts overseas. BMW was banned from manufacturing motor vehicles. During the production ban, BMW resorted to making pots and pans using secondhand and salvaged equipment, eventually expanding to kitchen supplies and bicycles.



BMW in the 1950s

Towards the end of the 1940s, BMW's chief engineer Alfred Böning developed the prototype for the BMW 331, a small economy car powered by a motorcycle engine. The mass production of the 331 was vetoed by sales director Hanns Grewenig, saying that BMW's small post-war production capacity was best suited to the production of luxury cars with high profit margins. As a result, BMW created the 501: the first automobile to be manufactured since the beginning of World War II.

In 1951, the 501 was introduced. It was a large saloon vehicle with a six-person capacity. The 501 did not fare well as a luxury car, but it nevertheless helped BMW in re-establishing its reputation as one of the leading manufacturers of high-quality vehicles.

Several models were thereafter soon after introduced, but the company had difficulty in keeping up with the competition in the automobile market. Sales of the 501 were too small to be profitable, so BMW resorted to manufacturing the Iso Rivolta Isetta, a popular bubble car then, under license.

Motorcycles were BMW's biggest source of profit in the 1950s, but increasing German affluence caused a decline in the popularity of motorcycles. By 1959, BMW was in debt and losing money. In December 1959, a merger with Daimler-Benz, owner of Mercedes-Benz, was proposed, but the proposal was rejected. Despite BMW's precarious situation, the Quandt Group, led by Herbert and Herald Quandt, increased their shareholdings in the company and became its largest shareholder. In 1960, BMW received financial assistance from the German government and was restructured under a new management.



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1960s to 1970s



In 1961, BMW launched the 1500, a compact sedan with front disc brakes and four-wheel independent suspension. This specification bolstered BMW's reputation in the manufacturing of sports cars. The 1500 was the first BMW automobile to feature the "Hofmeister kink," the rear window line that eventually became a hallmark of all subsequent BMW automobiles.

The "New Class" 1500 was later developed into two other models – the 1600 and the 1800. A two-door version of the 1600 was launched in 1966 and a convertible in 1967. The 1600 and the 1800 began the "02" series, which was continued until 1976 before being replaced by the BMW 3 series.

By 1963, BMW started offering dividends to its shareholders for the first time since World War II.



In 1971, BMW established BMW Kredit, a financial subsidiary organization. BMW Kredit was established to finance the company's growth and provide support for its dealerships.

In 1972, BMW started operating its overseas production plant in Rosslyn, South Africa. In the same year, BMW launched BMW Motorsport. This line became immensely popular, leading BMW to eventually focus on building sport vehicles. BMW later added BMW Golfsport, BMW Yachtsport, and BMW Mountains to its lineup of high-performance vehicles.

In 1973, BMW opened its new complex in Munich and opened its first subsidiary in France.





The plant in Shenyang, China was opened in 2004 as part of a joint venture agreement between BMW and Brilliance, a Chinese manufacturer. This plant was established to build 3 and 5-series modified to suit the demands of the local market.

In 2005, BMW opened a new manufacturing facility in Egypt. In 2007, another assembly plant was opened in Chennai, India.



Turn of the century to the new millennium

Over the years, BMW continued to maintain its brand as a leader in luxury and technology. In 1990, BMW became the first car manufacturer to build a research facility when it opened its Research and Innovation Centre in Munich. This facility focused on designing and producing new vehicles.

In 1994, BMW opened its plant in Spartanburg, South Carolina and also purchased the UK-based Rover Group, which manufactured iconic British sport vehicles like the Land Rover, MG, and the Mini.

In 1998, BMW negotiated the ownership and the naming rights for Rolls-Royce vehicles. In 2002, BMW earned full ownership of the company. During the period between 1994 and 2001, BMW acquired the rights to many dormant marques such as Austin, Morris, Riley, Triumph and Wolseley.

In 1999, BMW signed an agreement with Avtotor to assemble 3 and 5-series cars in Kaliningrad, Russia.

The Mini became a global superstar with high demands, requiring a 150% increase in the production of the vehicle. BMW opened three new plants: Goodwood (in the UK), China, and in Germany.



The company at present

“Throughout its 100-year history, the BMW Group has always reinvented itself. As a pioneer of new technologies, the company has shaped change, within both the industry and the world of mobility. We are setting the standard with our Strategy NUMBER ONE > NEXT, both now and in the future. We will lead the BMW Group into a new era, one in which we will transform and shape both individual mobility and the entire sector in a permanent way.”

Harald Krüger, Chairman of the Board of Management of BMW AG





BMW has undergone major changes since its founding in the early 1900s, and its ability to adapt and innovate has earned it a permanent top spot in the global automotive market. In 2012, Forbes listed BMW as the top most reputable company in the world.

BMW now boasts 31 production and assembly facilities in 14 countries. Aside from being the world's leading manufacturer of automobiles and motorcycles, BMW is also a reputed provider of financial and mobility services.

The Financial segment of BMW is in charge of the company's car leasing, multi-brand financing, fleet business, retail customer and dealer financing, customer deposit business, and insurance activities. Meanwhile, its Other Entities segment is comprised of other operating companies, like BMW Services Ltd, BMW (UK) Investments Ltd, Bavaria Lloyd Reisebuero GmbH, and MITEC Mikroelektronik Mikrotechnik Informatik.

BMW now divides its activities into four segments: Automobiles, Motorcycles, Financial Services, and Other Entities. The Automotive segment is in charge of the development, manufacture, and assembly, and sales of cars and off-road vehicles under the brands BMW, Mini, and Rolls-Royce. This segment is also in charge of the sales of spare parts and car accessories. The Motorcycle segment, meanwhile, is in charge of the development, production, and sales of BMW motorcycles, spare parts, and accessories.



“BMW of Beverly Hills is committed to providing a world class guest experience for both offline and online”, says Sean Ramezani, General Manager. Beverly Hills BMW’s commitment to excellence begins the moment a customer enters the physical or the digital dealership. Their philosophy is to provide a straightforward buying experience that eliminates the time-consuming negotiation process that has become synonymous with car buying and that so many consumers find unpleasant.

Each of Beverly Hills BMW’s vehicles, new and used, features “Sonic Price.” The prices are based on the selling prices of similar vehicles in the community and customers should find them accurate and inline with the research they have done on their own. With Sonic Price, you’ll eliminate the time-consuming, back-and-forth negotiation process.

BEVERLY HILLS BMW

A car buying experience can be time-consuming and a bit of a hassle. The haggling and the back and forth price negotiations often make buyers feel powerless and not fully confident they’ve been treated fairly.

At Beverly Hills BMW, it’s different. They understand that their customers simply want a quality vehicle at a fair price and they work hard to ensure customers have a great experience when buying a car from their dealership.

Beverly Hills BMW has been part of the community for decades. Its convenient central location is right on Wilshire Boulevard. They boast an inventory of nearly 1,000 new and used vehicles, and have one of the largest inventories of BMW’s in the county. With almost 250 employees, their operation is expansive, but their commitment to customer service is personalized.

But Beverly Hills BMW services extend far beyond new and used vehicle sales. The dealership offers financing and insurance products and on the service side, customers can count on exceptional work when their cars are in need maintenance or repairs from BMW Certified Technicians. The dealership offers the comprehensive BMW Maintenance Program with every new vehicle purchase. As an Authorized BMW Center with experienced Certified BMW Technicians on staff, BMW owners can be assured that their vehicles are being repaired and maintained to the highest standards.

To help expedite repairs and service, Beverly Hills BMW’s parts department maintains a fully stocked inventory of BMW parts, and for customer convenience, the service department also provides a shuttle service and BMW service loaner cars with an appointment.

An extensive inventory, a no-hassle sales process and quality, personalized customer service are what customers can expect when they visit Beverly Hills BMW at 5070 Wilshire Boulevard. Go to bmwofbeverlyhills.com for more information.





SEAN RAMEZANI - Beverly Hills BMW General Manager

An original New Yorker, Sean has been in the auto industry for more than three decades and with the Sonic Automotive Group of dealers for a total of 12 years.

His passion for motorsports drove him away from the Electrical Engineering field and into cars and motorcycles.

Sean's dedication more than touches the satisfaction of the employees of Beverly Hills BMW. His customers enjoy visiting the world famous icon dealership and state of the art facility with customer satisfaction review ratings reflecting utmost trust in their purchase experiences.

Sean resides on the West Side with his lovely wife, Shima, while his passions are golf, tennis, nostalgic cars, motorsports and racing anything with two or four wheels. His love for the Ultimate Driving Machines brought him to the BMW brand for the past 15 years. His first BMW, which is still parked in his garage, is a 2002 BMW E39 M5.



Neda Shahrokhi - The highest-volume BMW salesperson in the United States since 1999



What is her secret to upholding this title?

“I don’t have a secret, per se. The fact is that I simply work hard sacrificing weekends and even nice trips that BMW has offered me. More importantly, I enjoy my job, and that helps because I work long hours, seven days a week. I also go out of my way to do a lot of things that people don’t expect, such as informing them of special offers and deals. When people ask me if I have the cheapest cars, I say maybe, maybe not, but it’s the total transaction that’s important, more than just the lowest price. I’m totally honest. If a customer asks me if they should buy an M3 for their 16-year-old son, I say, “No, it’s like giving him a loaded gun.” I’m willing to lose that sale. Once people think that all you’re doing is trying to sell them a car, then the relationship is broken.”

BMW Models



BMW 2 Series

The 2-series coupe and convertible showcase BMW's trademark performance in a lean and sleek build. The base 230i models feature a 248-hp 2.0-liter turbo four and an eight-speed automatic while the coupe offers an optional six-speed manual. The M240i, meanwhile, is powered by a 335-hp 3.0-liter turbo six. Rear-wheel drive is standard, but all-wheel drive is available.

EPA: 21/32 mpg

HP: 335 hp

Top Speed: 155 mph





BMW 3 Series

Since its introduction in 1975, the 3-series became the benchmark for all sports sedans. This series is one of the most popular in BMW's lineup and offers a variety of choices. The 3-series has five different powertrain options (including a turbo-diesel and a plug-in hybrid), a six-speed manual or an eight-speed automatic transmission, and either rear- or all-wheel drive. The Gran Turismo provides extra interior space and standard all-wheel drive. The 3-series also carry a Sports Wagon in its lineup.

EPA: 23/34 mpg

HP: 248 hp

Top Speed: 155 mph

BMW 4 Series

The 4-series was born from the iconic 3-series and features a sleeker build. Two turbocharged engines are available and both can be equipped with either a six-speed manual or an eight-speed automatic transmission and rear- or all-wheel drive. A 6.5-inch infotainment display is standard, and optional features like navigation, Apple CarPlay, automated emergency braking, and adaptive cruise control are available.

EPA: 21/32 mpg

HP: 320 hp

Top Speed: 155 mph





BMW 5 Series

The 5-series showcases a sophisticated build made from lightweight materials. A pair of turbo engines power the rear or all four wheels through an eight-speed automatic. The posh interior has a striking resemblance with the 7-series with 16-way-power-adjustable front seats, a 10.3-inch infotainment system with navigation, and Gesture Control.

EPA: 24/34 mpg
HP: 248 hp
Top Speed: 128 mph



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BMW 6 Series

The 6-series features both a coupe and a convertible, and is available with either a 315-hp 3.0-liter inline-six (640i) or 445-hp 4.4-liter V-8 (650i). Both engines are equipped by an eight-speed automatic. Rear-wheel drive is standard, but all-wheel drive is available. The line also carries the Gran Coupe and the ALPINA B6.

EPA: 17/25 mpg

HP: 445 hp

Top Speed: 129 mph



BMW 7 Series

The 7-series is notable for its luxurious cabin and agility. It showcases a 320-hp turbo 3.0-liter inline-six, with an optional 445-hp twin-turbo 4.4-liter V-8. Rear-wheel drive is standard, but all-wheel drive is standard on the plug-in and optional on the V-8. The iDrive system manages infotainment with gesture control and there's wireless charging for smartphones.

EPA: 13/20 mpg
HP: 601 hp
Top Speed: 154 mph





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BMW X1

The BMW X1 is the most compact among the X models. It showcases a 2.0-liter twin-turbocharged four-cylinder engine. It also comes stocked with xDrive, one of the most advanced all-wheel drive systems available.

EPA: 32/33 mpg
HP: 228 hp
Top Speed: 130/143 mph

BMW X3

The BMW X3 strikes a balance between style, utility, and power. This model combines a rugged but refined exterior with a spacious interior that offers up to 63.3 cubic feet of cargo space. The X3 features a 3.0-liter twin-turbocharged inline six-cylinder engine.

EPA: 26/28mpg

HP: 300 hp

Top Speed: 152 mph



BMW X4

The BMW X4 offers a coupe-like design combined with a best-in-class acceleration found in the X4 M40i. This model reaches 60 mph in just 4.7 seconds. The BMW X4 has an aerodynamic design and an M Performance 3.0-liter inline six-cylinder engine. The BMW X4 can reach 60 mph in just 4.7 seconds.

EPA: 28 mpg

HP: 355 hp

Top Speed: 140 mph



BMW X5

The BMW X5, an all-wheel-drive, was BMW's first crossover based on the 5-series. It is the largest model in the X Series and combines a powerful build with a luxurious interior. The model pairs a 2.0-liter four-cylinder engine with an eDrive motor.

EPA: 56 mpg

HP: 308 hp

Top Speed: 155/173 mph





BMW X6

The BMW X6 is a 4-seat crossover SUV released by in 2007 and marketed as a “Sports Activity Coupe”. It is powered by two available engines. The 3.0-liter inline six-cylinder engine pumps out 300 hp and 300 lb-ft while the larger 4.4-liter twin-turbocharged V8 engine offers 445 hp and 480 lb-ft of torque.

EPA: 25/27mpg

HP: 300/445 hp

Top Speed: 155 mph



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BMW M Series

BMW features eight different models in its M Series, all of which are packed with power normally reserved for race tracks. This lineup features coupes, convertibles, and sports activity vehicles made with lightweight materials and powered by state-of-the-art TwinTurbo technology. The models feature rear-wheel drive, except the all-wheel-drive X5 M and X6 M.

EPA: 20/26 mpg

HP: up to 567 hp, depending on model

Top Speed: 155 mph







BMW i

The BMW i series feature BMW's lineup of electric cars. There are currently two cars in this range: the all-electric BMW i3 and the plug-in hybrid BMW i8. Both the i3 and the i8 have foundations made from carbon fiber reinforced plastic, a material as strong as steel but half as heavy.

EPA: 76 mpg (i8)

HP: 170 hp (i3) / 357 hp (i8)

Top Speed: 93 mph

BMW Z4

The Z4 is a sporty, two-seat ragtop that comes in three variations – the sDrive28i, the sDrive35i, and the sDrive35is. The base 2.0-liter four-cylinder sDrive28i is offered with either a six-speed manual or eight-speed automatic, while the sDrive35i and the sDrive35is have two 3.0-liter twin-turbo sixes. The sDrive28i is offered with a six-speed stick or seven-speed dual-clutch auto, while the sDrive35i is offered only with the automatic.

EPA: 23/32 mpg

HP: 335 hp

Top Speed: 165 mph



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BMW in the next 100

“The company has continually evolved and, in some cases, reinvented itself. That will continue in the future.”

Harald Krüger, Chairman of the Board of Management of BMW AG

BMW has established its reputation as a leader in creating individual experiences through its innovative technology and iconic brands. BMW recently introduced the Vision Next 100, a line of concept vehicles inspired and driven by a visionary force.

The Vision Next 100 line aims to make the driving experience even more intense in the future through groundbreaking concepts for mobility. The emphasis is on expanding the driver's range of perception through technology that will respond to the driver's personal needs.





Digital Companion. The most significant feature introduced by BMW in its Vision Next 100 line is the Companion, which is designed to ensure perfect connectivity between the user and the surroundings. The Companion is designed to provide recommendations tailored to the user's personal mobility preferences and to provide subtle, intuitive assistance.

Alive Geometry. This technology has two main functions: to serve as an analogue display from the dashboard and to optimize aerodynamics. It is geared towards alerting the driver to incidents and objects ahead, and providing movable wheelhouse covers for a smoother driving experience.

Boost and Ease. The Boost Mode allows the driver to become one with the vehicle through the rendering of subtle but intuitive assistance in all situations. The Ease Mode, meanwhile, is fully-automated. When activated, the Companion takes over all driving tasks. For its Vision Next 100 line, BMW has introduced three cars and one motorcycle.



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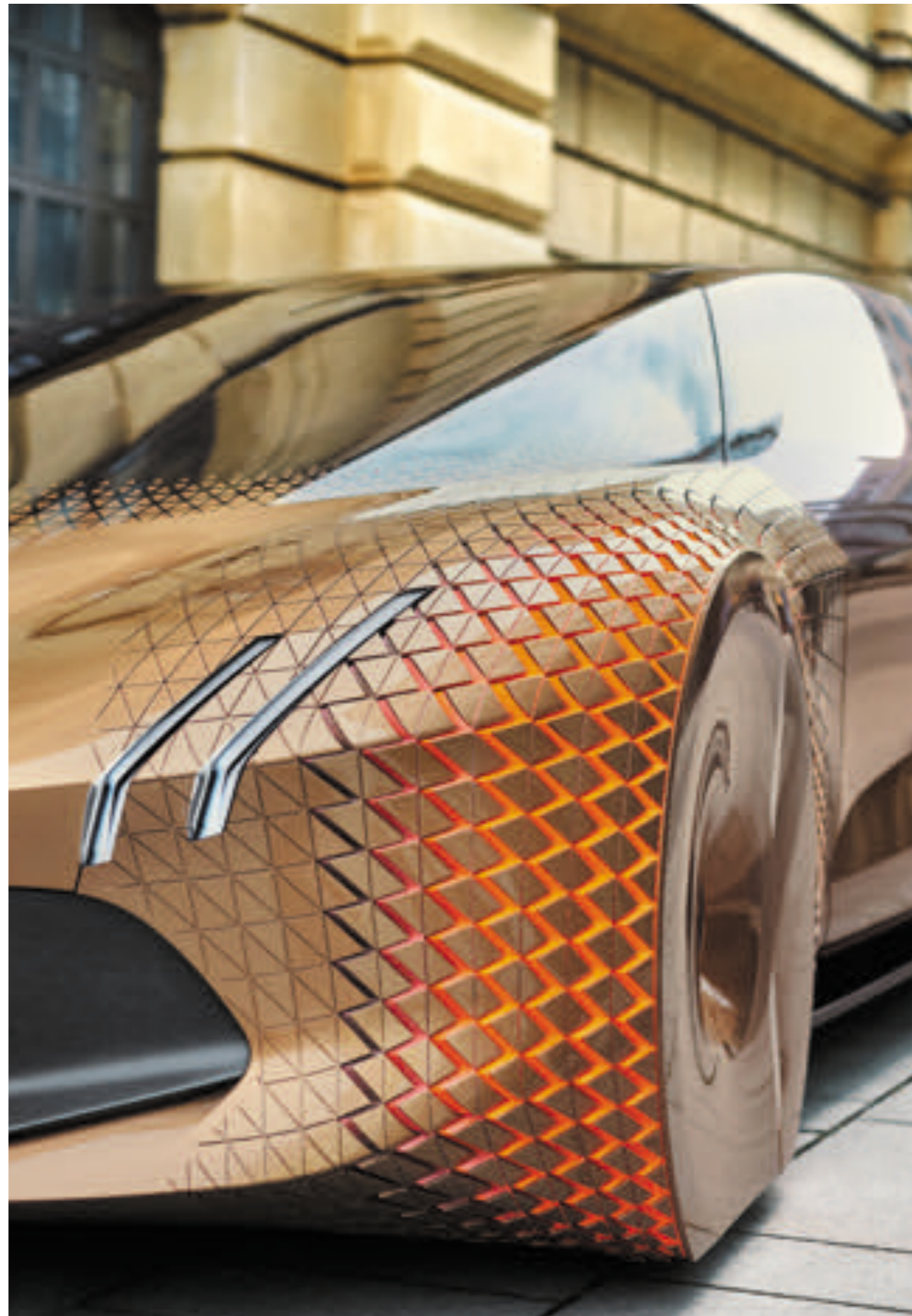


BMW Beverly Hills 65

BMW Vision Next 100

The **BMW Vision Next 100** has a sleek, solid build and boasts the Vision Next 100's two driving modes: Boost Mode for classic, manual driving and Ease Mode for autonomous driving. The BMW Vision Next 100 comes equipped with a heads-up display that will show alerts and information about the drive. When put on Ease Mode, the steering wheel retracts into the dashboard, allowing the driver to fully enjoy the comfort of a self-driving vehicle.





Rolls-Royce 103EX



The Rolls-Royce 103EX does not have a steering wheel, making it a fully-autonomous model. Built for a luxurious and comfortable ride, it comes with an OLED TV. The interior is spacious and there is a secret retracting compartment where one can store luggage. Fully automated, the door automatically opens when the passenger is ready to take their trip. This model also comes with its own AI assistant named Eleanor, who can alert the passengers as to upcoming appointments and even the progress of the trip.



Vision Next 100 Motorrad

The **Vision Next 100 Motorrad** is one solid and continuous frame fitted with large wheels, allowing the bike to maintain perfect balance even when motionless. This motorcycle comes with a pair of complimentary augmented reality glasses which display relevant information including current speed. To complement the augmented reality glasses, BMW has also designed a suit embedded with sensors which will vibrate when a vehicle is approaching.





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Inspiration is what drives BMW. The same can be said for our dealership. At Beverly Hills BMW we take pride in constantly challenging ourselves to improve the way we do business. From our highly knowledgeable sales staff, to our skilled service technicians and everyone else in between. It is our vision and inspiration that makes Beverly Hills BMW the place to discover the ultimate driving machine or the future ultimate driving machine.

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